



2010 ANNUAL REPORT

OUR VISION: Salmon flourishing in our rivers. People flourishing in our communities.

OUR MISSION: Inspiring communities to care for and care about riversheds.

MESSAGE FROM THE CHAIR

2010 was a challenging year. We had to work very hard to raise funds to keep our operations alive, but we still managed to have a successful year. Thanks to all Board members, staff & contractors, volunteers, donors and other supporters who contributed to our success.

Here are some of the year's highlights:

At our May AGM we elected another solid Board of Directors. The Board has worked hard over the past year, to keep us going in the face of limited resources.

Near the end of June, we held our 10th annual Riversheds Forum at McQueen Lake just outside of Kamloops. We focused on improving the Sustainable Living Leadership Program, and had good input from a range of perspectives on how we can build and strengthen our flagship program. It was another great weekend of sharing, learning and strategizing.

In August, we ran another successful Sustainable Living Leadership Program, which involved seven young leaders, two facilitators, one guide, and almost twenty community resource presenters (who us joined at different stops along the river). The trip started in Mount Robson Provincial Park and finished twenty-three days later in Vancouver. We visited an ancient forest, an organic farm, a First Nation Heritage center and numerous significant sites along the river; we hiked Kinney Lake, the Goat River trail, the Cathedrals; and engaged in discussions about sustainable living, stewardship, salmon and riversheds. Participants were challenged to keep their ecological footprint as low as possible and to develop a plan for a community project to implement once they returned home. It was another incredible trip. Special thanks to our funders, volunteers and partners.

We continued to work on the Fraser Initiative, developing a series of conservation policy recommendations and actions aimed at all levels of government within the Fraser River Basin. The Fraser River Salmon & Sustainability Charter should be completed soon.

Overall, the RSBC had another successful year despite a lack of funding and resources.

Thanks again to all those who worked so hard to deliver our programs, advance our vision, and support our mission.

Sincerely,

Fin Donnelly
Executive Director



COMMITTEE REPORTS

COMMUNICATION AND RESEARCH COMMITTEE

by Siobhan Ashe, Chair

Mandate

To develop, monitor, organize and assist with the implementation of external and internal communications and external special events for the organization; and to evaluate and assist with the development of the organization's research tools, methodologies, monitoring and evaluation strategies.

2010 Outcomes

- Launched new website and reviewed web procedures & protocols
- Provided editorial to SLLP brochure, poster & web page, and assisted with distribution
- Discussed membership data coordination & maintenance
- Tested and reported on compatibility of Skype for internal meetings
- [Branding strategy developed to strengthen SLLP media campaign for targeted marketing – *Richelle to re-word*]

2011 Recommendations

- Ensure new CRM database is in place to assist with programming and promotions.
- Continue to use social media to communicate RSBC vision.
- Ensure website consistency with respect to design and content.
- Publish an RSBC e-newsletter
- Develop a Rivershed Health Index

Members:

Siobhan Ashe (Chair), Fin Donnelly, Dave Palidwor, Olga Schwartzkopf, Richelle Giberson, Patti Graham, Christopher Pollon, Jasmine Mason & Kathleen Bertrand.

FUNDRAISING COMMITTEE

by Stephen Muir

In 2009, the RSBC commissioned a local fund raising consultant (and current Fundraising Committee Chair) to develop a Fund Development Plan to assist the Society in diversifying its funding base.

The report noted:

The RSBC is maturing as an agency. To this point, it has been guided by the vision and leadership of the founding Executive Director, Fin Donnelly. The Board has functioned primarily to support the Executive Director and has expected him to carry the load in terms of fundraising and fund development. This has been done in an admirable fashion by the Executive Director, who has cultivated a number of Foundations and government granting agencies who have provided on-going and generous support over the years. Now, the Executive Director is ready to take on new challenges in his professional life which will involve a change in role. It is likely that within the next 12 months he will relinquish his role as Executive Director but continue his relationship with the RSBC as a member of the Board of Directors.

As it turned out, the impending change alluded to was the subsequent election of Fin Donnelly as the Member of Parliament for New Westminster Coquitlam. One consequence of this change is that Board members have been much more involved in fundraising. Fully half the Board form the Fundraising Committee. Formed in 2010, the Fundraising Committee has been very active in implementing the Fund Development Plan.

In addition to ensuring foundation grant applications continue to be submitted, the Fundraising Committee is developing a base of financial support from individual donors. All Board Members are expected to give generously to support the RSBC, and all have enthusiastically supported a Wine and Cheese fundraising event held on October 17, 2010. This was attended by approximately 40 people and featured some excellent presentations by SLLP alumni. \$3500 was raised to support the SLLP program.

Our next fundraising event is set for June 11, 2011 and will be a larger, more ambitious event for 100 people with a goal of raising \$10,000.

The Fundraising Committee is also working on several other strategies, including:

- Creating and maintaining an up to date list of members, friends and supporters who will be encouraged to give generously to support the RSBC and its main program, the SLLP.
- A fundraising campaign inviting support from local LCBC patrons through strategically placed donation boxes in several LCBC stores.
- Using the updated RSBC website to solicit and process charitable donations to the RSBC.
- Increasing the capacity of the RSBC to mount an effective annual fundraising campaign.

The Fundraising Committee is working hard to ensure the RSBC has sufficient funding to accomplish our mission and vision of "Salmon flourishing on our rivers; people flourishing in our communities."

Members:

Stephen Muir (Chair), Fin Donnelly, Jane Thomsing, Dave Palidwor, Olga Schwartzkopf, Neal Nicholson, Sharolise Baker, Patti Graham, Tom Crawshaw, Heather Edwards



PROGRAMS COMMITTEE

by Bette McLennan, Chair

Mandate

To monitor, evaluate and assist with development and implementation of educational programming and outreach strategies.

2010 Outcomes

- Developed Forum agenda and helped prepare logistics for Forum at McQueen Lake
- Improved SLLP marketing program
- Assisted with SLLP planning

2011 Recommendations

- Complete Forum planning for June.
- Prepare Forum learning outcomes
- Help plan, coordinate logistics for SLLP program
- Expand SLLP marketing plan
- Explore idea of 2012 Forum taking place as a rafting trip on the Fraser

Becoming a Committee Member

This committee is the heart of the RSBC. It develops, plans and helps implement the programs that define the RSBC. We need members to keep the programs current and meaningful.
Contact: Bette McLennan (Program Chair) at 250-392-6423 or bette.mclennan@sd27.bc.ca

Members:

Bette McLennan (Chair), Fin Donnelly, Kim North, Sharolise Baker, Leigh Taylor-Gibbs, Glenda Newsted, Sharman Learie, Bruce Ford, Doug Radies

Call for Leadership and Action

by Dave Palidwor

The Fraser is the greatest salmon producing river system in the world and 80% of BC's economy is generated in the region. In addition, two thirds of British Columbians live in the Fraser Basin.

The health and resilience of the Fraser River water and fishery resources is central to sustainability in the Fraser Basin. While much work is being done by many people, the trend for many sustainability indicators tracked by the Fraser Basin Council is worsening, with salmon stocks being of particular concern.

The purpose of the Fraser Initiative was to convene 55 NGO stewardship groups that are working on sustainability of the Fraser River Basin in order to get their perspectives on the issues/threats to the Fraser and to identify key remedial actions. The complete listing is found in Attachment 1 of the final report and Summary Tables are provided below.

A summary of the top 10 issues of concern is listed in Table 1 in no particular order.

| Top 10 Issues of Concern in the Fraser Basin | |
|---|---|
| 1 | Habitat: Loss of key habitat lands & gravel extraction in sensitive spawning and rearing grounds |
| 2 | Climate change: Impacts on water and land resources |
| 3 | Oil tanker traffic along the West Coast and the proposed Enbridge pipeline |
| 4 | Pollution: Risk of oil spills associated with Enbridge pipeline and tanker traffic in the ocean |
| 5 | Water: Widespread pollution & lack of legislation protecting groundwater |
| 6 | Funding and resources: Funding and staffing cuts to DFO and Ministry of Environment |
| 7 | Funding for stewardship: Lack of stable funding to support valuable stewardship initiatives |
| 8 | Monitoring effectiveness and enforcement actions are woefully inadequate |
| 9 | Governance: Top down structure not responsive to local watershed concerns |
| 10 | Fish farms: Threat of sea lice, viral infections during salmon migration |

There are many more issues of concern, but these were highlighted because of their significant impacts and/or their chronic nature. However, merely listing issues is insufficient – practical and concrete actions need to be found. To this end, the Fraser Initiative identified a number of recommended actions that could be taken to put us on track towards sustainability in the Fraser Basin.

Call for Leadership and Action

What key actions are needed, where and by whom to address these 10 Issues of Concern?

Numerous actions and recommendations were identified in this process and are listed in Appendix 2 in the final report. From this list, 10 Key Actions were selected and are listed in Table 2. This Call for Leadership and Action is largely aimed at Governments because they are in a position to provide the leadership and to channel resources where they are needed most.

List of Key Actions and Leadership Roles

| Key Actions | Leadership Roles (L= lead, S= support) | | | | | Issues addressed |
|---|---|------|-------|---------------|----------|------------------|
| | Fed | Prov | Local | First Nations | Stewards | |
| 1. Provide the requisite funding & staff resources that reflect the importance of wild salmon to our society, environment and economy including continuing the Fraser Salmon & Watersheds & Living Rivers programs. | L | L | L | S | S | 1,6,7,8 |
| 2. Adopt an ecosystem-based management approach to land and water including updating the Fraser River Heritage River Mgt Plan. | S | L | L | L | S | 1,2,4,5,6,7,8 |
| 3. Formally recognize the importance of the Heart of the Fraser Bio-region; initiate a moratorium on gravel extraction, and develop a Sustainability Plan for this area. | L | L | S | S | S | 1,2,4,5,8,9 |
| 4. Develop a comprehensive Best Management Practices for Agriculture | S | L | S | S | S | 1,4,5,8 |
| 5. Initiate and move to collaborative, watershed-based governance models. | L | L | L | L | S | 9 |
| 6. Move to closed containment for fish farms within 5 years including immediate closure of farms along the Broughton during fish migration. | L | S | S | S | S | 10 |
| 7. Oppose expansion of oil tanker traffic & the proposed Endbridge Pipeline | L | L | L | L | L | 1,3,4 |
| 8. Implement the recommendations in Auditor General's report | L | S | S | S | S | 1,4,8 |
| 9. Acquire key parcels of land in the Heart of the Fraser region to protect spawning and rearing habitat. | S | L | L | S | S | 1,2 |
| 10. Develop a National Climate Change policy & limit the production of greenhouse gases | L | L | L | S | S | 1,2,5 |

The Key Actions were chosen because they are seen as **levers for change**. These actions can provide a 'domino' effect that will stimulate fundamental and widespread change in the Basin. This coalition of NGO's believes these Actions will increase the effectiveness of their volunteer efforts that will, in turn, energize even more volunteers.



**RSBC RIVERSHED SOCIETY OF BC
STATEMENT OF OPERATIONS
FOR THE YEAR ENDED DEC. 31,2010**

| | GENERAL | HEALTHY RIVERSHED | GAMING | 2010 |
|---|------------------|----------------------|-------------|-----------------|
| Revenues | | | | |
| Contributions and fundraising | \$ 76,275 | \$ - | \$ - | \$ 76,275 |
| Government grants | 13,750 | - | - | 13,750 |
| Miscellaneous | <u>58</u> | <u>-</u> | <u>-</u> | <u>58</u> |
| | <u>90,083</u> | <u>-</u> | <u>-</u> | <u>90,083</u> |
| Expenses | | | | |
| Amortization | 819 | - | - | 819 |
| Communications | 33 | - | - | 33 |
| Community grants and honoraria | 400 | - | - | 400 |
| Office, Insurance and sundry | 10,306 | - | - | 10,306 |
| Presentations, equipment and supplies | 19,628 | 6,987 | - | 26,615 |
| Professional fees | 2,217 | - | - | 2,217 |
| Promotional material and advertising | 2,348 | - | - | 2,348 |
| Salaries, benefits and project coordination | 37,555 | - | - | 37,555 |
| Travel | 2,614 | - | - | 2,614 |
| Vehicle | <u>754</u> | <u>-</u> | <u>-</u> | <u>754</u> |
| | <u>76,674</u> | <u>6,987</u> | <u>-</u> | <u>83,661</u> |
| Excess of revenues over expenses | <u>\$ 13,409</u> | <u>\$ (6,987)</u> | <u>\$ -</u> | <u>\$ 6,422</u> |



DONORS AND MEMBERS

Donors

Rivershed (\$10,000+)

Sprott Foundation
VanCity

River (\$1,000 - 9,999)

BC Hydro
Gainey Foundation
RBC Foundation
Learie, Sharman
Aaron Gordon Daykin
PNE
DONNELLY, Fin & Lynda
TDF Environment Foundation
Voyageur Rentals
Mason, Jasmine
Scotiabank

Creek (\$100 - 999)

Stellaten
Fisheries & Oceans - W Lake
McCoubrey, Ross
Fraser River Raft Expeditions
Palidwor, Madeleine
TRU - (\$150 + \$350)
Schwartzkopf
Paldiwor, David
Giberson \$100 + \$10. (forum)
Ashe, Siobhan
Bocking, Richard
Krushnel, Eric
McLennan, Bette
North, Kim
Nicholson, Neal

Donors

Friends (\$1 - 99)

Leong, Jennifer
Learie, Sharman
Plett, Renae (Pay Pal)
Taylor-Gibbs, Leigh
Palidwor-Zosiak
Deverell, Rob
Graham, Patti
Crawshaw, Tom
Edwards, Heather
Taylor-Gibbs, Leigh
Webb, James
Halversons (Canada Help)
McNeil, Darcy
Thomsing, Jane

Members

Individual

Ashe, Siobhan
Bennie, Dave
Carr, Mike
Crickmay, Tim
Davids, Sean
Dupont, Laura
Forbes, Mary
Kimmitt, Colleen
Long, Christy
McKenzie, Don
McLennan, Bette
Newsted, Glenda
Nickerson, Michelle
North, Kim
Pollon, Chris
Schwartzkopf, Olga

Family

Baker
Crawshaw
Donnelly
Edwards
Giberson
Learie
Muir
Nicholson
Palidwor
Taylor-Gibbs
Thomsing

Organization

Fraser River Raft
Hope Mountain Cntr for Outdoor Living
Artcraft Display Graphics Inc.